THE EFFECT OF BIG FIVE PERSONALITY IN CREATIVE DECISION MAKING

Shamsul Baharin Saihani, shams887@salam.uitm.edu.my
Syed Shah Alam, Ph.D, shahalam@ukm.my
Azreen Joanna Abdul, azreen890@salam.uitm.edu.my
Suryana Sarbini, suryana@salam.uitm.edu.my

Faculty of Business Management
Universiti Teknologi MARA, Selangor, Malaysia

ABSTRACT

The aim of this study is to test the common personality traits used by leaders when making creative decision. This research focuses on the "Big Five" personality dimensions by Goldberg (1993) and Creativity Decision Making approach by Raudsepp (1983). A total of 482 executives and managers from various industries in Malaysia completed our self administered questionnaires. The multiple regression analysis results indicate that four out of the five personality traits, namely Agreeableness, Neuroticism, Openness and Extraversion have significant influence to creative decision making. The implications of the study are discussed and further researches are suggested.

Keywords: Big Five, Five Factor Model, Creative Decision Making, Agreeableness, Neuroticism, Openness, Conscientiousness and Extraversion.